

FIG. 1



Inventor: Laura Lee KUSUMOTO et al.  
Title of Invention: "SYSTEM AND METHOD  
FOR CONSUMER-SELECTED ADVERTISING  
AND BRANDING IN INTERACTIVE MEDIA"  
Attorney Docket No.: 43461-201892  
VENABLE

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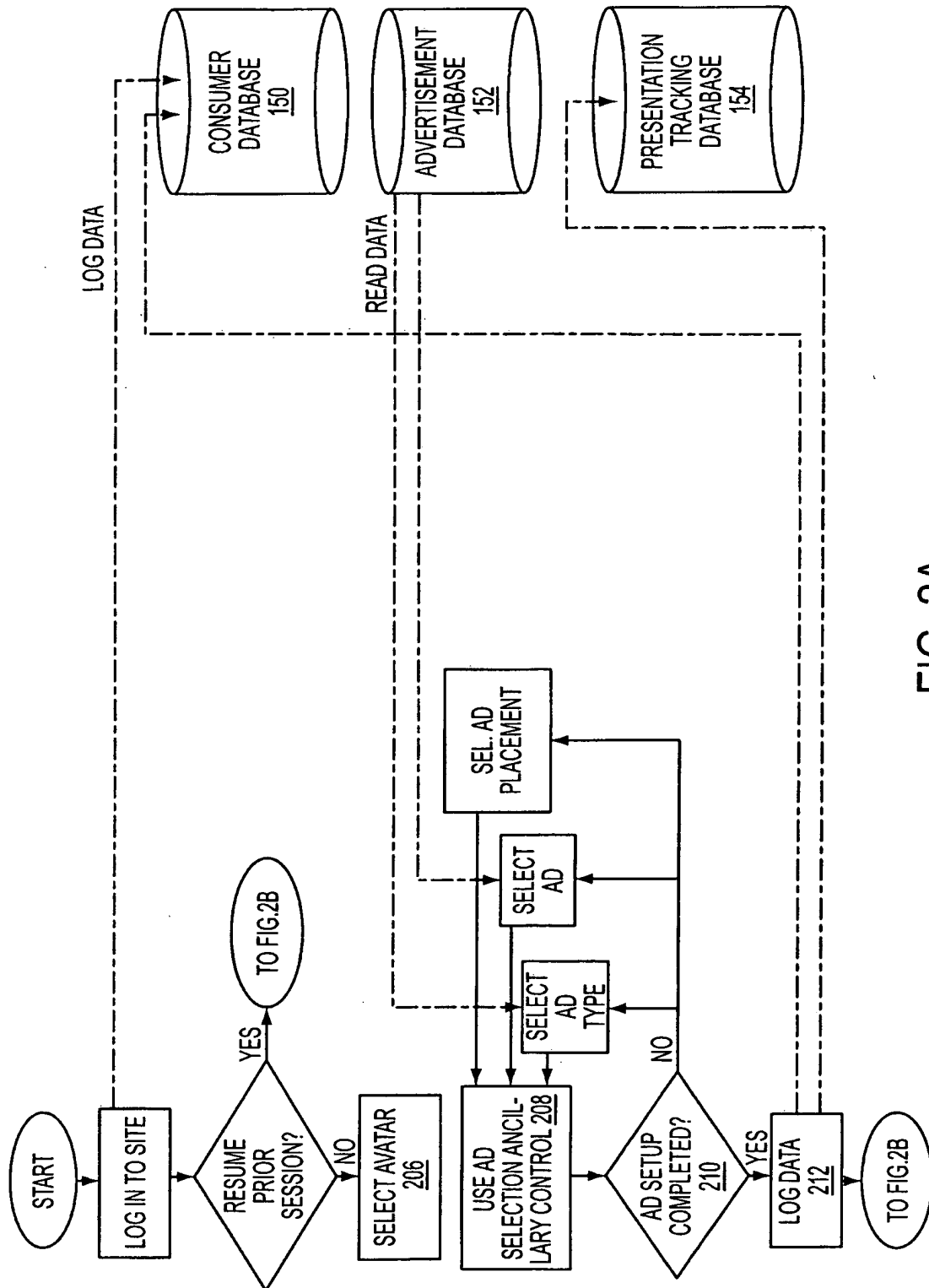


FIG. 2A

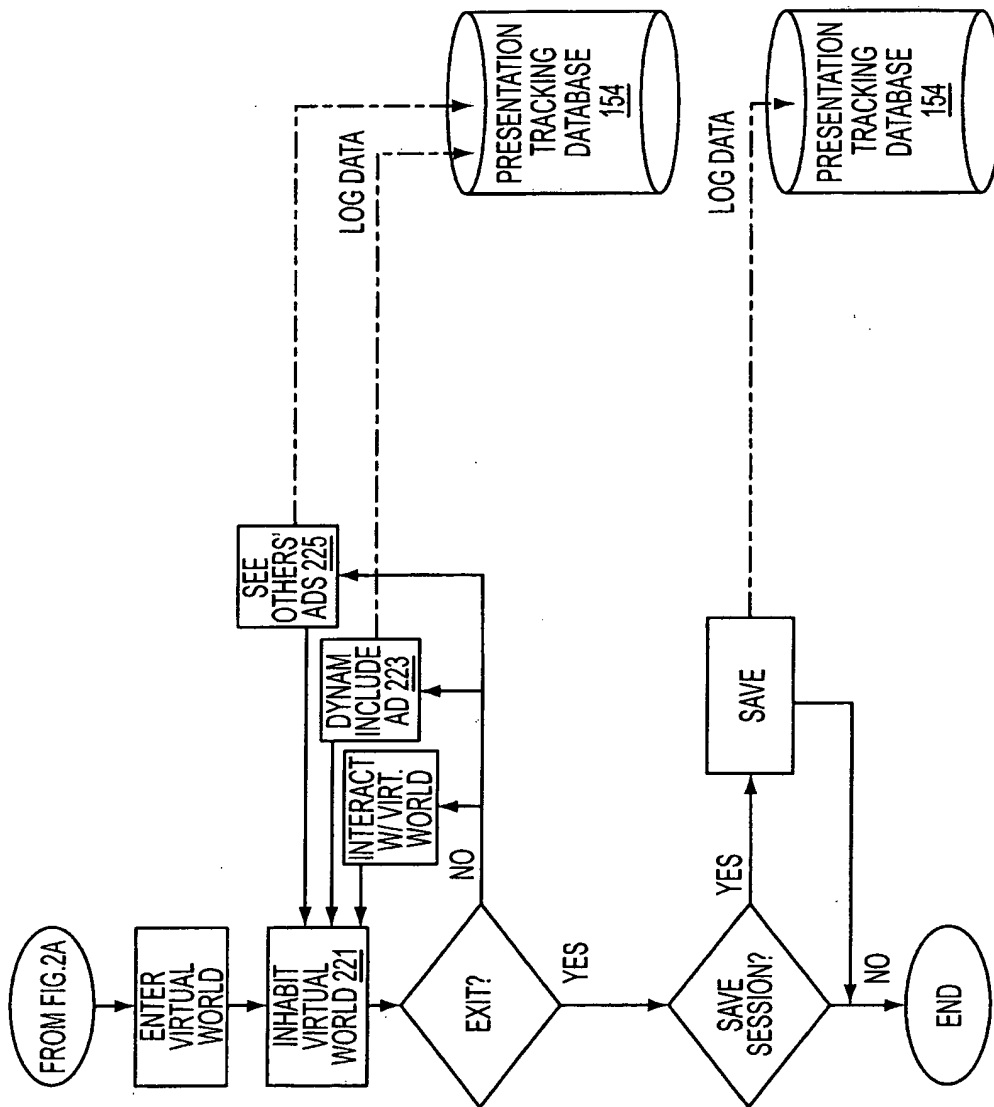


FIG. 2B



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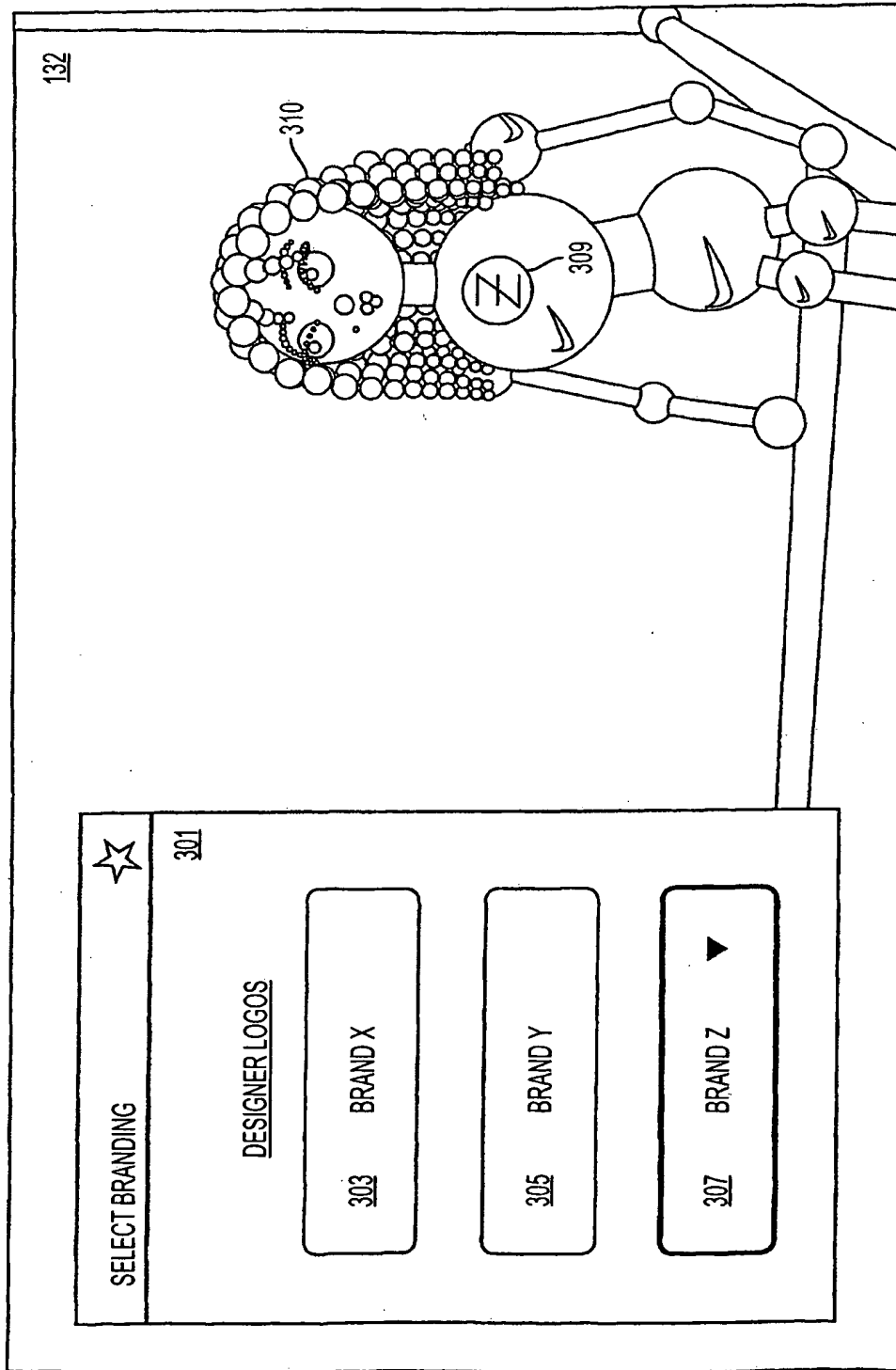
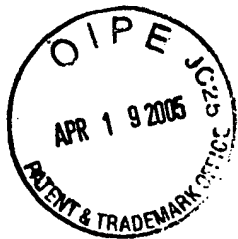


FIG. 3



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CUSTOMER ID	LAST NAME	FIRST NAME	E-MAIL ADDRESS	ENCRYPTED PASSWORD	LIST OF CURRENT AVATAR IDS	SAVED STATE	EXTERNAL INFO.	EXPERIENCE DATA	AGGREGATE DATA	
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DATABASE LAYOUT - CONSUMER DATABASE

FIG. 4A



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ADVERTISE- MENT ID	ADVERTISER ID	POINTER TO AD CONTENT	DISPLAY MODE TYPE ID	AD RATE DATA	
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DATABASE LAYOUT - ADVERTISEMENT DATABASE

FIG. 4B



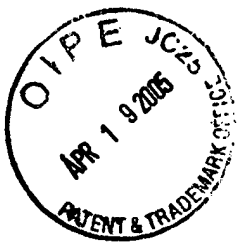
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ADVERTISE- MENT ID	AVATAR ID	ELAPSED TIME THIS AVATAR	ENVIRON- MENT	# OF OTHER EXPOSED AVATARS	# OF NON- PARTICIPATING VIEWERS	TOTAL EXPOSURE TIME

DATABASE LAYOUT - PRESENTATION TRACKING DATABASE

FIG. 4C



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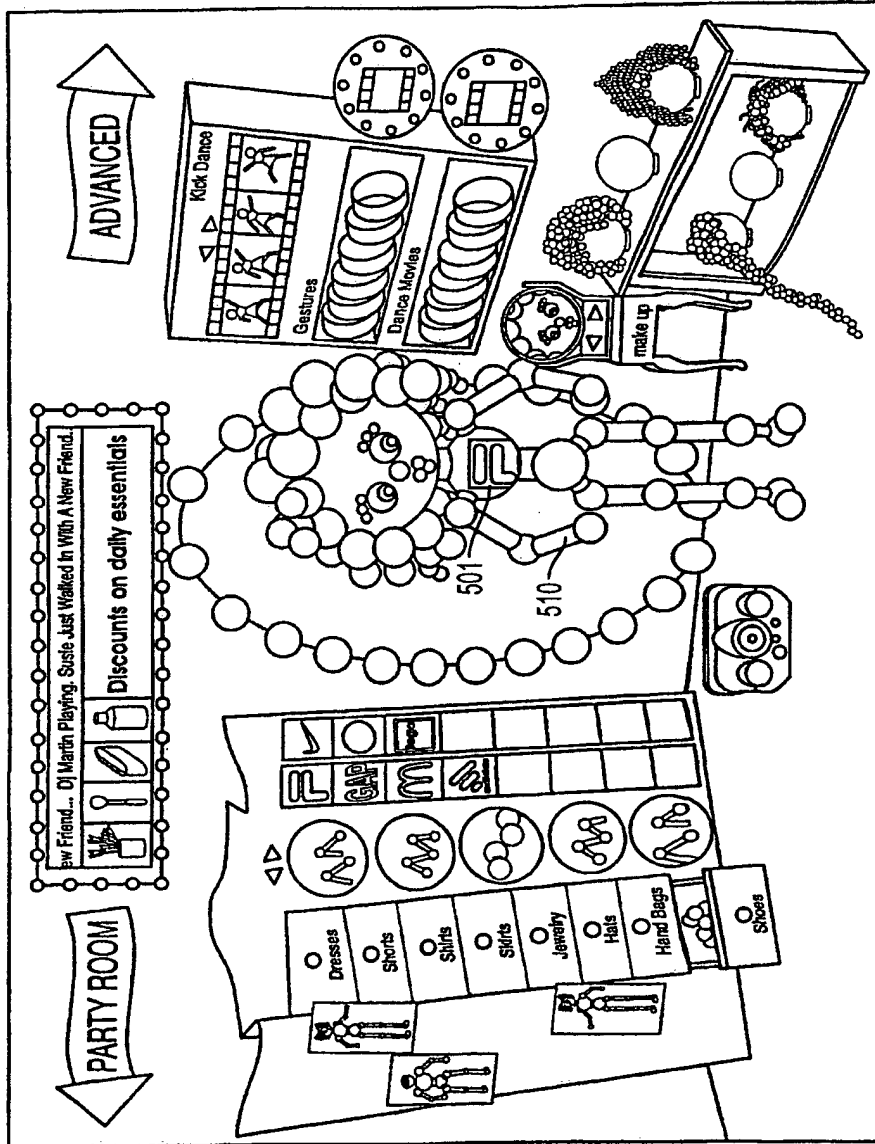


FIG. 5





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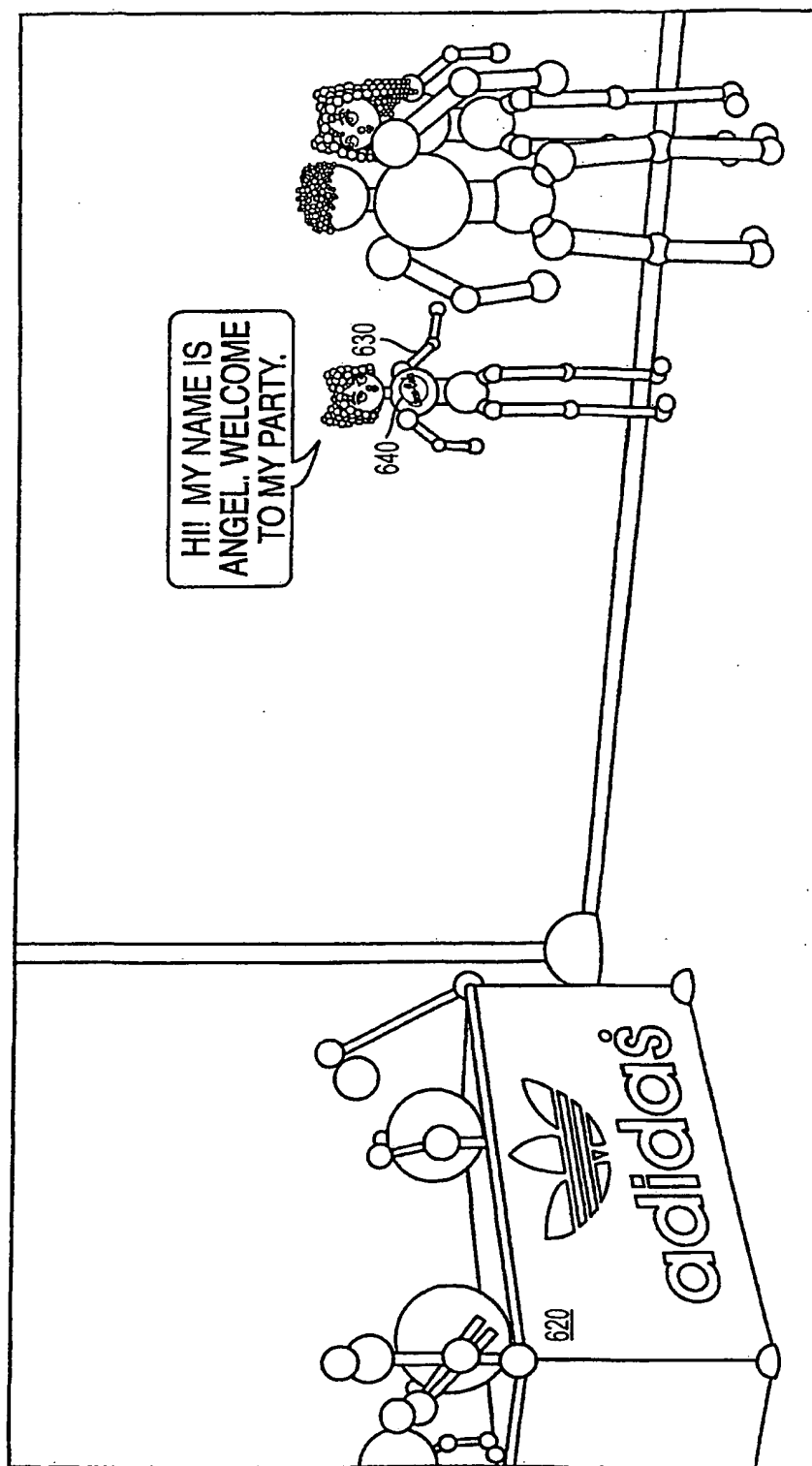


FIG. 6